

Notice of Exemption*CEQA Guidelines Appendix E*

To: ■ San Diego County Recorder/County Clerk
1600 Pacific Highway, Suite 260
San Diego, CA 92101-2480

From: ■ San Diego Unified Port District
Development Services Department
3165 Pacific Highway
San Diego, CA 92101

Project Title: Temporary Advertising Signage on the San Diego Marriott Marquis During Comic-Con

Project Location – Specific: 333 West Harbor Drive, San Diego, CA 92101

Project location – City: San Diego

Project Location – County: San Diego

Description of Nature, Purpose, and Beneficiaries of Project: The proposed project would consist of the installation of temporary signage during Comic-Con International: San Diego (Comic-Con) by San Diego Marriott Marquis (Applicant) in the city of San Diego, California. Comic-Con is a national event centered at the San Diego Convention Center (Convention Center), which also includes activities throughout Tidelands and the City of San Diego, activating the region with a one-of-a-kind event and bringing hundreds of additional visitors to the area. Events and displays are held, without limitation, at the park adjacent to the Hilton San Diego Bayfront and Convention Center, the Gaslamp Quarter, and many of the surrounding hotels. The Applicant has historically erected temporary signage during Comic-Con.

The proposed signage would be displayed solely during Comic-Con, for a total period of no more than one-month, with the option to change sign content up to one time during the one-month display period. No signage would be directed west towards the Bay and no illumination of the signage would occur. It is anticipated that the displays on the signage would include products sold and events held at Comic-Con or by the sponsors of the event. In this sense, the signage may be considered onsite signage as it would be advertising goods or services available at Comic-Con or by one of its sponsors. The proposed signage would be placed on the outer wall surface of the Applicant's facility, as follows:

- Northwest façade of the Marriott Marquis South Tower, facing the Convention Center, measuring approximately 35,970 square feet (sf) (327 feet (ft)-wide by 110-ft-high), approximately 150-ft-high from the bottom of the sign to street level
- Southeast façade of the Marriott Marquis South Tower, facing East Harbor Drive, measuring approximately 12,400 sf (62-ft-wide by 200-ft-high), approximately 240-ft-high from the bottom of the sign to street level

The following items are prohibited pursuant to the District's standard approval and agreement for signage during Comic-Con and are not proposed as part of the project: (a) light shows; (b) electrical improvements to the signage, walls, or premises; and/or (c) illumination, including but not limited to, electronic, digital, or similarly illuminated components, of the signage, premises, or walls.

The signage features, the temporary nature of the signage, the corresponding high-volume activation of the events and the urban nature of the surrounding area (i.e. the Convention Center, Petco Park, and downtown San Diego) would ensure that the signage would not create visual or aesthetic impacts.

All works related to the proposed temporary advertising signage, including installation, display, and removal, can only occur in the month of July 2023, closely corresponding with the duration of the Comic-Con event. The signage must be taken down and the facility returned to the same condition as it was prior to the installation of the

signage no later than July 31, 2023. In no event would the signage be installed before and removed after the month of July. Both installation and removal would require the use of a boom lift.

Name of Public Agency Approving Project: San Diego Unified Port District (SDUPD)

Name of Person or Agency Carrying Out Project: Karlee Hartman, Director of Event Management, San Diego Marriott Marquis, 333 West Harbor Drive, San Diego, CA 92101; (619) 230-8310

- Exempt Status:** (Check one):
- Ministerial (Sec. 21080(b)(1); 15268);
 - Declared Emergency (Sec. 21080(b)(3); 15269(a));
 - Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
 - Categorical Exemptions: Accessory Structures (SG § 15311) (Class 11)**
 - Statutory Exemption. State code number:

Reason Why Project is Exempt: The proposed project is determined to be Categorically Exempt pursuant to California Environmental Quality Act (CEQA) Guidelines Section 15311 (Accessory Structures) and Section 3.i.(3)(5) of the District's Guidelines for Compliance with CEQA because it would consist of temporary advertising signage that would be accessory to an existing facility. Section 3.i.(3)(5) of the District's CEQA Guidelines is as follows:

- 3.i. Accessory Structures (SG § 15311) (Class 11): Includes construction, or placement of minor structures accessory to (appurtenant to) existing facilities, including:
 - (3) On-premise signs.
 - (5) Placement of temporary use items.

Lead Agency Contact Person and Telephone Number: Lillian Mattes, (619) 686-8200

Signature: Y. Mattes **Date:** 07/31/2023 **Title:** Assistant Planner

- Signed by Lead Agency
- Signed by Applicant

Date received for filing at OPR/Clerk:



State of California - Department of Fish and Wildlife
2023 ENVIRONMENTAL FILING FEE CASH RECEIPT
 DFW 753 5a (Rev 01/01/23) Previously DFG 753 5a

RECEIPT NUMBER 37-07/31/2023-0557
STATE CLEARING HOUSE NUMBER (If applicable)

SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.

LEAD AGENCY SAN DIEGO UNIFIED PORT DISTRICT	LEAD AGENCY EMAIL	DATE 07/31/2023
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COUNTY/STATE AGENCY OF FILING SAN DIEGO	DOCUMENT NUMBER 37-2023-0557
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PROJECT TITLE
TEMPORARY ADVERTISING SIGNAGE ON THE SAN DIEGO MARRIOTT MARQUIS DURING COMIC-CON

PROJECT APPLICANT NAME KARLEE HARTMAN, SAN DIEGO MARRIOTT MARQUIS	PROJECT APPLICANT EMAIL	PHONE NUMBER 619-230-8310
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PROJECT APPLICANT ADDRESS 333 WEST HARBOR DRIVE	CITY SAN DIEGO	STATE CA	ZIP CODE 92101
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PROJECT APPLICANT (Check appropriate box)

Local Public Agency
 School District
 Other Special District
 State Agency
 Private Entity

CHECK APPLICABLE FEES:

<input type="checkbox"/> Environmental Impact Report (EIR)	\$3,839 25	\$	0 00
<input type="checkbox"/> Mitigated/Negative Declaration (MND)/(ND)	\$2,764 00	\$	0 00
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$1,305 25	\$	0 00

- Exempt from fee
 Notice of Exemption (attach)
 CDFW No Effect Determination (attach)
 Fee previously paid (attach previously issued cash receipt copy)

<input type="checkbox"/> Water Right Application or Petition Fee (State Water Resources Control Board only)	\$850 00	\$	0 00
<input checked="" type="checkbox"/> County documentary handling fee		\$	50 00
<input type="checkbox"/> Other		\$	0 00

PAYMENT METHOD

- Cash
 Credit
 Check
 Other

TOTAL RECEIVED \$ 50 00

SIGNATURE X <i>D Butler</i>	AGENCY OF FILING PRINTED NAME AND TITLE San Diego County Clerk, DANIEL BUTLER, Deputy
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Payment Reference #: CHECK# 12447248



**SAN DIEGO COUNTY CLERK
CEQA FILING COVER SHEET**

FILED
Jul 31, 2023 09:36 AM
JORDAN Z. MARKS
SAN DIEGO COUNTY CLERK
File # 2023-000614
State Receipt # 37073120230557

THIS SPACE FOR CLERK'S USE ONLY

Complete and attach this form to each CEQA Notice filed with the County Clerk

TYPE OR PRINT CLEARLY

Project Title

TEMPORARY ADVERTISING SIGNAGE ON THE SAN DIEGO MARRIOTT
MARQUIS DURING COMIC-CON

Check Document being Filed:

- Environmental Impact Report (EIR)
- Mitigated Negative Declaration (MND) or Negative Declaration (ND)
- Notice of Exemption (NOE)
- Other (Please fill in type)

**FILED IN THE OFFICE OF THE SAN DIEGO
COUNTY CLERK ON July 31, 2023**
Posted July 31, 2023 Removed _____
Returned to agency on _____
DEPUTY _____

Filing fees are due at the time a Notice of Determination/Exemption is filed with our office. For more information on filing fees and No Effect Determinations, please refer to California Code of Regulations, Title 14, section 753.5.